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For more information: Lori Haupt, Revenue Supervisor, Rapid City Office, 605-394-2332

Vendor Sales Tax Revenues Released for 2012 Sturgis Rally

PIERRE, S.D. – Overall tax revenue from the 2012 Sturgis Motorcycle Rally is up slightly, at 4.9 percent, when compared to last year at this time, according to the latest figures available from the South Dakota Department of Revenue.

Tax revenues in the Black Hills from this year's rally will continue to be collected over the next few weeks, even though the last official day was Aug. 12.

Total tax revenue so far during the rally period is \$1,183,042 compared to \$1,127,552 a year ago.

The Department of Revenue reports that sales and tourism tax revenues collected from temporary vendors at this year's rally totaled \$950,556 in the Northern Hills, which includes Sturgis and all other communities in Meade and Lawrence counties. Those revenues are up 4.7 percent, or \$42,602 from last year's total of \$907,954.

Of the \$950,556 collected so far this year, \$525,863 was state sales tax, \$221,264 was municipal sales tax, \$7,405 was municipal gross receipts tax, and \$196,024 was state tourism tax revenue.

There were 1012 vendors displaying and selling products at the 2012 Sturgis Rally, compared to 976 in 2011 and 1,040 in 2010. Gross vendor sales totaled \$13,146,571 this year in the Northern Hills area – an increase of \$583,131 from last year's gross sales of \$12,563,439.

The Southern Hills – including Rapid City, Custer, Hill City, and Keystone, along with Pennington County – posted vendor sales tax revenues of \$232,486. Of that amount, \$123,780 was state sales tax, \$60,206 was municipal sales tax, \$2,086 was municipal gross receipts tax, and \$46,414 was state tourism tax. Those revenues are up \$12,888, or 5.9 percent, from the \$219,598 reported in 2011.

Gross vendor sales from the 2012 Sturgis Motorcycle Rally totaled \$3,094,503 in the Southern Hills – an increase of \$160,725 from 2011 gross sales of \$2,933,778. There were 156 vendors displaying and selling products, compared to 162 in 2011.

Tax rates for the biker rally varied, depending on the types of merchandise sold and the locations of the concessions.